GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:3567
ANSWERED ON:20.08.2004
EXPORT OF HORTICULTURE AND FLORICULTURE
Jagannath Dr. M.

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether the Government has proposed steps such as bringing down or subsidizing air freight to boost flower exports;

(b) if so, the details thereof; and

(c) other steps proposed to boost export of floriculture and horticulture?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (SHRI E.V.K.S. ELANGOVAN)

(a)&(b) Transport assistance is being extended to exporters of select products, including flowers, to the extent of 10% of the Free On Board (FOB) value of export subject to a ceiling of 25% of the air freight or the specific rate fixed under the scheme, whichever is less. The total outlay of the scheme during the Tenth Five Year Plan is limited to Rs.80 crores.

(c) The other measures taken to boost export of floriculture and horticulture includes:

(i) Setting up of a Marketing Facilitation Centre in the Netherlands to organize marketing of Indian flowers, assist in clearing of cargo, improve presentation, assist Indian exporters on quality and market conditions and distribution of Indian products in the European Union.

(ii) Cargo handling and cold storage facilities at airports in Delhi, Chennai, Mumbai, Bangalore, Hyderabad and Thiruvananthapuram.

(iii) Agri Export Zones for various export products are being set up in different States of the country;

(iv) Wholesale-Market-cum-Flower Auction Centres are being set up at Bangalore, Mumbai and Noida for export of flowers; and

(v) Financial assistance to the registered exporters through plan schemes for Market Development, Infrastructure Development, Quality Development, Research & Development.